

Appl. No. 09/855,560  
Amdt. dated July 30, 2004  
Reply of Office Action of March 30, 2004

**Amendments to the Abstract:**

Please cancel the Abstract of record and substitute the attached in place thereof.



### **ABSTRACT OF THE DISCLOSURE**

There is provided a method of displaying analytics about a website and its contents resident on a server computer. The method comprises the steps of: (a) causing a browser program to be opened on the server computer with a first display frame and a second display frame immediately adjacent said first display frame, wherein the first display frame comprises a page of the website; (b) marking the page displayed in the first display frame with a first identifier and creating an interface call to a report server; (c) retrieving a report file corresponding to the first identifier from the report server; (d) displaying the analytics in the report file in the second display frame; (e) after a pre-determined period of time, comparing the page displayed in the first display frame with the first identifier; and (f) if different, repeating the method from step (b) for the page displayed in the first display frame; or (g) if the same, resetting for a second of the pre-determined period of time and repeating the method from step (e).